

## CLAIMS

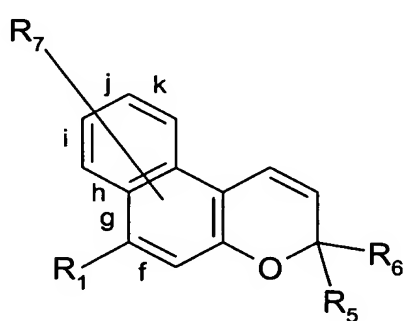
1. A cosmetic product comprising at least a first composition and a second composition, the first composition comprising at least one first dye in a physiologically acceptable medium, the second composition comprising at least one second dye in a physiologically acceptable medium, the first dye being photochromic and the second dye being at least one goniochromatic coloring agent.

2. The product according to claim 1, wherein the photochromic dye is organic.

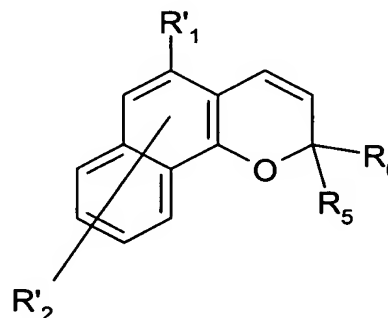
3. The product according to claim 2, wherein the photochromic dye is a naphthopyran.

4. The product according to claim 1, wherein at least one of the first and second compositions comprise a fatty phase and an aqueous phase.

5. The product according to claim 1, wherein the first dye is at least one 2H-naphtho[2,1-b]pyran of formula (I) or a 3H-naphtho[2,1-b]pyran of formula (II):



(I)



(II)

in which:

- R<sub>1</sub> represents:
- (i) a hydrogen atom;
- (ii) a linear, branched or cyclic, saturated or unsaturated hydrocarbon-based group containing from 1 to 30 carbon atoms, optionally comprising 1 to 5 hetero atoms selected from the group consisting of N, O, S, Si and P, and/or optionally halogenated or perhalogenated;

- (iii) a hydrocarbon-based ring formed with one of the bonds "f" or "gh" and the radical R<sub>7</sub>; or

- (iv) a group selected from the group consisting of -COOR<sub>4</sub>, -C(O)NR<sub>2</sub>R<sub>3</sub>, -NR<sub>2</sub>R<sub>3</sub>, -OR<sub>4</sub> and -SR<sub>4</sub>, in which:

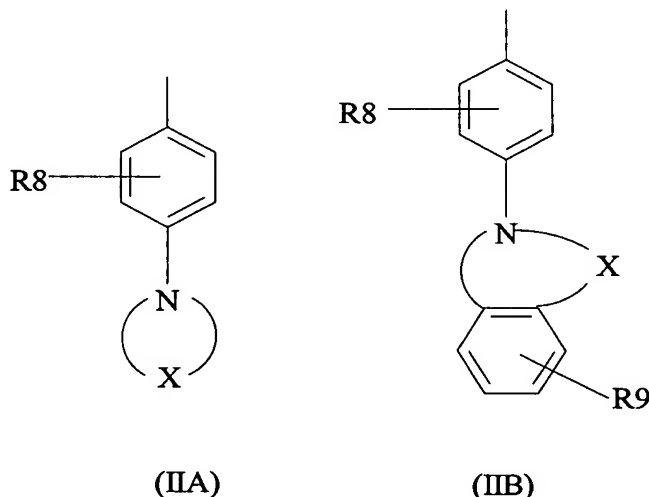
- 5                   - R<sub>2</sub> and R<sub>3</sub> either represent, independently of each other, a linear, branched or cyclic, saturated or unsaturated hydrocarbon-based group containing 1 to 20 carbon atoms, optionally comprising 1 to 5 hetero atoms selected from the group consisting of N, O, S, Si and P,

10                   or, taken together with the nitrogen atom to which they are attached, form a saturated or unsaturated hydrocarbon-based heterocycle containing 3 to 10 carbon atoms and optionally 1 to 5 other hetero atoms selected from the group consisting of N, O, S, Si and P, the ring optionally being substituted with at least one linear, branched or cyclic, saturated or unsaturated hydrocarbon-based radical containing 1 to 20 carbon atoms, optionally comprising 1 to 5 hetero atoms selected from the group consisting of N, O, S, Si and P;

15                   - R<sub>4</sub> represents a linear, branched or cyclic, saturated or unsaturated hydrocarbon-based group containing 1 to 20 carbon atoms, which is optionally halogenated or perhalogenated, and/or optionally comprising 1 to 5 hetero atoms selected from the group consisting of N, O, S, Si and P;

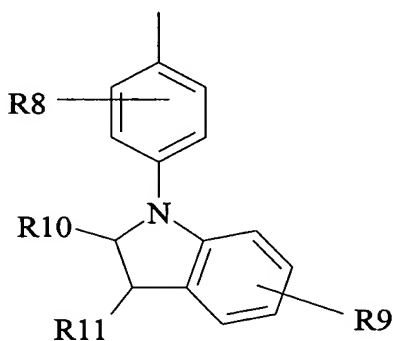
20                   - R<sub>5</sub> and R<sub>6</sub> represent, independently of each other, a group selected from the group consisting of:

- (i) the saturated cyclic aminoaryl groups of formula (IIA) or (IIB):



in which the ring comprising N and X is a saturated ring containing in total 3 to 30 atoms, including the nitrogen, the remainder being carbon atoms and/or hetero atoms selected from the group consisting of O, S, Si and P and/or groups selected from the group consisting of -NH and -NR with R representing a linear, branched or cyclic, saturated or unsaturated hydrocarbon-based radical containing 1 to 20 carbon atoms, optionally comprising 1 to 5 hetero atoms selected from the group consisting of N, O, S, Si and P;

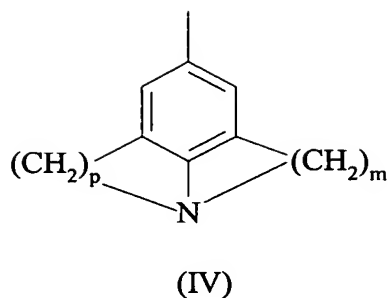
- (ii) the indolinoaryl groups of formula (III):



(III)

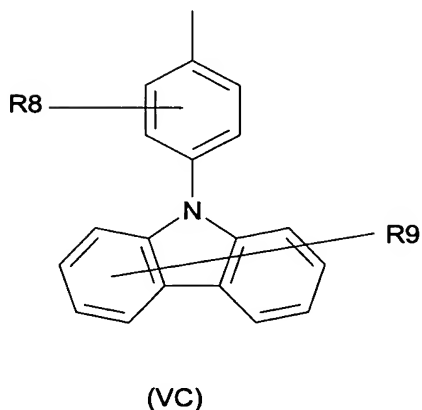
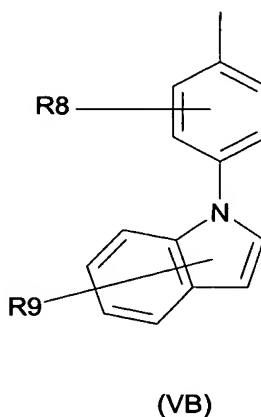
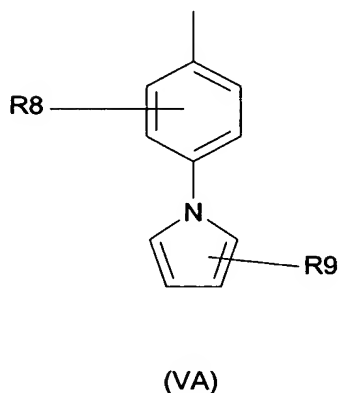
in which  $R_{10}$  and  $R_{11}$  represent, independently of each other, a group selected from the group consisting of (i) linear, branched or cyclic, saturated or unsaturated hydrocarbon-based groups containing 1 to 30 carbon atoms, optionally comprising 1 to 5 hetero atoms selected from the group consisting of N, O, S, Si and P, and/or optionally halogenated or perhalogenated; (ii) halogen atoms; (iii) -CN (nitrile), -COOH (carboxylate) or -NO<sub>2</sub> (nitro) groups; (iv) a hydrogen atom; (v) a group selected from the group consisting of -C(O)NR<sub>2</sub>R<sub>3</sub>, -NR<sub>2</sub>R<sub>3</sub>, -OR<sub>4</sub> and -SR<sub>4</sub> with R<sub>2</sub>, R<sub>3</sub> and R<sub>4</sub> having the meanings given above; (vi) the radicals  $R_{10}$  and  $R_{11}$  together possibly forming a saturated or unsaturated hydrocarbon-based ring containing in total 5 to 8 atoms (including the atoms of the indoline ring), the atoms being selected from the group consisting of C, O, S and/or NR with R representing H or a linear, branched or cyclic, saturated or unsaturated hydrocarbon-based radical containing 1 to 20 carbon atoms, optionally comprising 1 to 5 hetero atoms selected from the group consisting of N, O, S, Si and P,

- (iii) the groups of formula (IV):



in which m and p are, independently of each other, integers ranging from 2 to 5;

- 5        - (iv) the unsaturated cyclic aminoaryl groups of formula (VA), (VB) or (VC):



- 10        in which R<sub>8</sub> and R<sub>9</sub> represent, independently of each other, a group selected from the group consisting of (i) linear, branched or cyclic, saturated or unsaturated hydrocarbon-based groups containing 1 to 30 carbon atoms, optionally comprising 1 to 5 hetero atoms selected from the group consisting of N, O, S, Si and P, and/or optionally

halogenated or perhalogenated; (ii) halogen atoms; (iii) -CN (nitrile), -COOH (carboxylate) or -NO<sub>2</sub> (nitro) groups; (iv) a hydrogen atom; (v) a group selected from the group consisting of -C(O)NR<sub>2</sub>R<sub>3</sub>, -NR<sub>2</sub>R<sub>3</sub>, -OR<sub>4</sub> and -SR<sub>4</sub> with R<sub>2</sub>, R<sub>3</sub> and R<sub>4</sub> having the meanings given above;

- 5                   - (v) a linear, branched or cyclic, saturated or unsaturated hydrocarbon-based group containing 1 to 30 carbon atoms, optionally comprising 1 to 5 hetero atoms selected from the group consisting of N, O, S, Si and P; and especially a group selected from the group consisting of -C<sub>6</sub>H<sub>4</sub>-CONR<sub>2</sub>R<sub>3</sub>, -C<sub>6</sub>H<sub>4</sub>-NR<sub>2</sub>R<sub>3</sub> and -C<sub>6</sub>H<sub>4</sub>-OR<sub>4</sub> with R<sub>2</sub>, R<sub>3</sub> and R<sub>4</sub> having the meanings given above;

- 10                  - R<sub>7</sub> represents a group selected from the group consisting of:

- (i) linear, branched or cyclic, saturated or unsaturated hydrocarbon-based groups containing 1 to 30 carbon atoms, optionally comprising 1 to 5 hetero atoms selected from the group consisting of N, O, S, Si and P, and/or optionally halogenated or perhalogenated;

- 15                  - (ii) halogen atoms;

- (iii) -CN (nitrile), -COOH (carboxylate), -NO<sub>2</sub> (nitro), -N=N- (azo), =NH (imino) or -CONH<sub>2</sub> (amide) groups;

- (iv) a hydrogen atom;

- 20                  - (v) a group selected from the group consisting of -C(O)NR<sub>2</sub>R<sub>3</sub>, -NR<sub>2</sub>R<sub>3</sub>, -OR<sub>4</sub> and -SR<sub>4</sub> with R<sub>2</sub>, R<sub>3</sub> and R<sub>4</sub> having the meanings given above;

- (vi) the radical R<sub>7</sub> also possibly forming, with one of the bonds "i", "j", "k" or "g,h" taken with the radical R<sub>1</sub>, or "f" taken with the radical R<sub>1</sub>, a saturated hydrocarbon-based ring containing in total 3 to 8 carbon atoms, optionally comprising 1 to 5 hetero atoms selected from the group consisting of N, O, S, Si and P;

- 25                  - R'<sub>1</sub> represents a group selected from the group consisting of:

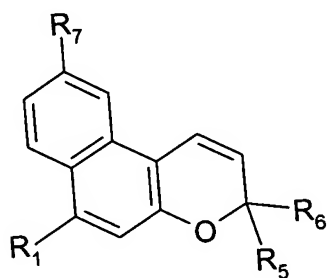
- (i) a hydrogen atom;

- (ii) a linear, branched or cyclic, saturated or unsaturated hydrocarbon-based group containing 1 to 30 carbon atoms, optionally comprising 1 to 5 hetero atoms selected from the group consisting of N, O, S, Si and P, and/or optionally halogenated or perhalogenated;

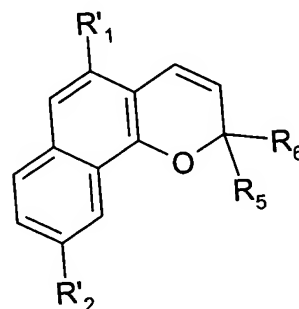
- 30                  - (iii) a group selected from the group consisting of -C(O)NR<sub>2</sub>R<sub>3</sub>, -NR<sub>2</sub>R<sub>3</sub>, -OR<sub>4</sub> and -SR<sub>4</sub>, with R<sub>2</sub>, R<sub>3</sub> and R<sub>4</sub> having the meanings given above;

- R'<sub>2</sub> represents a group selected from the group consisting of:
  - (i) linear, branched or cyclic, saturated or unsaturated hydrocarbon-based groups containing 1 to 30 carbon atoms, optionally comprising 1 to 5 hetero atoms selected from the group consisting of N, O, S, Si and P, and/or optionally halogenated or perhalogenated;
  - (ii) halogen atoms;
  - (iii) -CN (nitrile), -COOH (carboxylate), -NO<sub>2</sub> (nitro), -N=N- (azo), =NH (imino) or -CONH<sub>2</sub> (amide) groups;
  - (iv) a hydrogen atom;
  - (v) a group selected from the group consisting of -C(O)NR<sub>2</sub>R<sub>3</sub>, -NR<sub>2</sub>R<sub>3</sub>, -OR<sub>4</sub> and -SR<sub>4</sub>, with R<sub>2</sub>, R<sub>3</sub> and R<sub>4</sub> having the meanings given above.

6. The product according to claim 5, comprising a first dye corresponding to formula (Ia) or (IIa) below:



(Ia)



(IIa)

- in which R<sub>1</sub>, R<sub>5</sub>, R<sub>6</sub>, R<sub>7</sub>, R'<sub>1</sub> and R'<sub>2</sub> are as defined in claim 5.
7. The product according to claim 5, wherein R<sub>1</sub> represents a hydrogen atom; a hydrocarbon-based ring with one of the bonds "f" or "gh" and the radical R<sub>7</sub>; or a group selected from the group consisting of -COOR<sub>4</sub>, -NR<sub>2</sub>R<sub>3</sub>, -OR<sub>4</sub> and -SR<sub>4</sub>, in which:
- R<sub>2</sub> and R<sub>3</sub> either may represent, independently of each other, a linear, branched or cyclic, saturated or unsaturated hydrocarbon-based group containing 1 to 20 carbon atoms, optionally comprising 1 to 5 hetero atoms selected from the group consisting of N, O, S, Si and P,
  - or, taken together with the nitrogen atom to which they are attached, may form a saturated or unsaturated hydrocarbon-based heterocycle containing 3 to 10 carbon atoms

and optionally 1 to 5 other hetero atoms selected from the group consisting of N, O, S, Si and P, the ring optionally being substituted with at least one linear, branched or cyclic, saturated or unsaturated hydrocarbon-based radical containing 1 to 20 carbon atoms, optionally comprising 1 to 5 hetero atoms selected from the group consisting of N, O, S, Si and P;

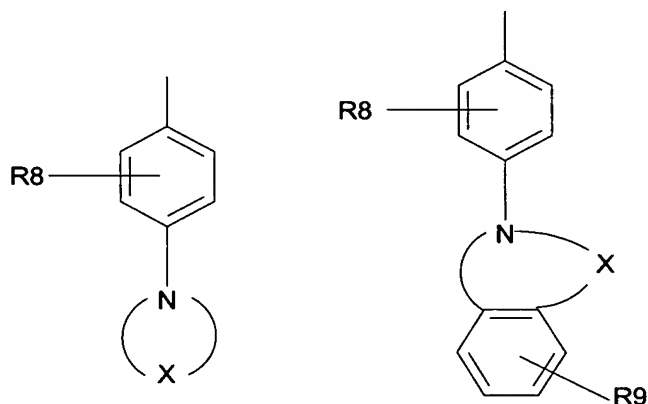
and/or

- R<sub>4</sub> represents a linear, branched or cyclic, saturated or unsaturated hydrocarbon-based group containing 1 to 20 carbon atoms, optionally halogenated or perhalogenated and/or optionally comprising 1 to 5 hetero atoms selected from the group consisting of N, O, S, Si and P;

and/or

- R<sub>5</sub> and R<sub>6</sub> may represent, independently of each other, a group selected from the group consisting of:

- the saturated cyclic aminoaryl groups of formula (IIA) or (IIB):



(IIA)

(IIB)

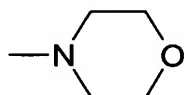
in which the ring comprising N and X is a saturated ring which contains in total 3 to 30 atoms, including nitrogen, the rest being carbon atoms and/or hetero atoms selected from the group consisting of O, S, Si and P and/or groups selected from the group consisting of -NH and -NR with R representing a linear, branched or cyclic, saturated or unsaturated hydrocarbon-based radical containing 1 to 20 carbon atoms, optionally comprising 1 to 5 hetero atoms selected from the group consisting of N, O, S, Si and P;

- a linear, branched or cyclic, saturated or unsaturated hydrocarbon-based group containing 1 to 30 carbon atoms, optionally comprising 1 to 5 hetero atoms selected

from the group consisting of N, O, S, Si and P; and especially a group selected from the group consisting of  $-C_6H_4-CONR_2R_3$ ,  $-C_6H_4-NR_2R_3$  and  $-C_6H_4-OR_4$  with  $R_2$ ,  $R_3$  and  $R_4$  having the meanings given above.

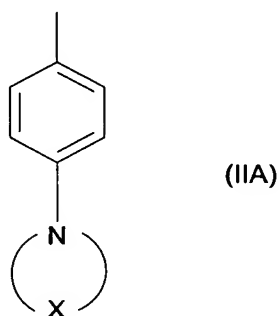
8. The product according to claim 5, wherein the first dye corresponds to formula (I) for which:

-  $R_1$  represents hydrogen; or a group  $-COOR$  with R being a saturated hydrocarbon-based radical containing 1 to 12 carbon atoms; or a group

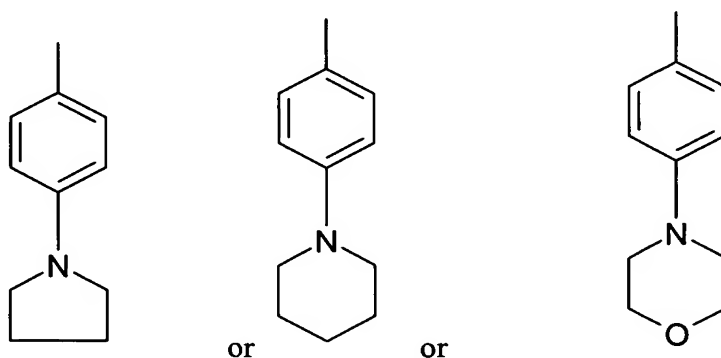


and/or

- 10 -  $R_5$  and  $R_6$  represent, independently of each other, either (i) a group of formula (IIA):



in which the ring comprising N and X is a saturated ring containing in total 4 to 7 atoms, including nitrogen, and especially 3 to 5 carbon atoms and 0 or 1 oxygen atom; and in particular a group of formula:



or (ii) a linear, branched or cyclic, saturated or unsaturated hydrocarbon-based group containing 5 to 14 carbon atoms, optionally comprising 1 or 2 hetero atoms selected from the group consisting of N, O or S;



and/or

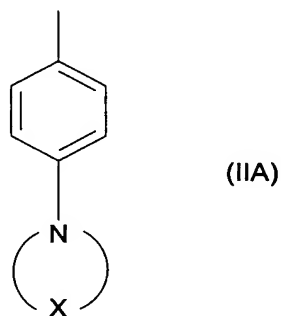
R<sub>7</sub> represents a hydrogen atom or a group -NR<sub>2</sub>R<sub>3</sub>, with R<sub>2</sub> and R<sub>3</sub> representing, independently of each other, a linear or branched, saturated hydrocarbon-based group containing 1 to 12 carbon atoms.

5            9. The product according to claim 5, wherein the first dye corresponds to formula (II) for which:

- R'<sub>1</sub> represents hydrogen or a group -COOR with R being a saturated hydrocarbon-based radical containing 1 to 12 ;

and/or

10           - R<sub>5</sub> and R<sub>6</sub> represent, independently of each other, either (i) a group of formula (IIA):



in which the ring comprising N and X is a saturated ring containing in total 4 to 7 atoms including nitrogen,

15           or (ii) a linear, branched or cyclic, saturated or unsaturated hydrocarbon-based group containing 5 to 14 carbon atoms, optionally comprising 1 or 2 hetero atoms selected from the group consisting of N, O and S;

and/or

20           - R'<sub>2</sub> represents hydrogen or a group -NR'R'', with R' and R'', which may be identical or different, representing a linear or branched, saturated hydrocarbon-based group containing 1 to 12 carbon atoms.

10. The product according to claim 1, wherein the first dye is selected from the group consisting of:

- 25           - 3,3-di(4-methoxyphenyl)-6-morpholino-3H-naphtho[2,1-b]pyran  
             - 3-phenyl-3-(4-morpholinophenyl)-6-morpholino-3H-naphtho[2,1-b]pyran  
             - 3-phenyl-3-(4-piperidinophenyl)-6-morpholino-3H-naphtho[2,1-b]pyran

- 3-phenyl-3-(4-piperidinophenyl)-6-carboxymethyl-9-N-dimethyl-3H-naphtho[2,1-b]pyran

- 2-phenyl-2-(4-piperidinophenyl)-5-carboxymethyl-9-N-dimethyl-2H-naphtho[1,2-b]pyran, and

5 - mixtures thereof.

11. The product according to claim 1, wherein the first dye(s) is(are) present in a proportion of from 0.001% to 20% by weight, relative to the total weight of the composition containing it or them.

12. The product according to claim 1, comprising at least two different first  
10 dyes in the same composition.

13. The product according to claim 1, wherein the goniochromatic coloring agent is present in a proportion of from 0.1% to 60% by weight, relative to the total weight of the composition containing it.

14. The product according to claim 1, wherein the goniochromatic coloring  
15 agent is selected from the group consisting of multilayer interference structures and liquid-crystal coloring agents.

15. The product according to claim 14, comprising a goniochromatic coloring agent of multilayer interference structure comprising at least two layers, each layer, optionally independently of the other layer(s), being made from at least one material  
20 selected from the group consisting of the group consisting of the following materials: MgF<sub>2</sub>, CeF<sub>3</sub>, ZnS, ZnSe, Si, SiO<sub>2</sub>, Ge, Te, Fe<sub>2</sub>O<sub>3</sub>, Pt, Va, Al<sub>2</sub>O<sub>3</sub>, MgO, Y<sub>2</sub>O<sub>3</sub>, S<sub>2</sub>O<sub>3</sub>, SiO, HfO<sub>2</sub>, ZrO<sub>2</sub>, CeO<sub>2</sub>, Nb<sub>2</sub>O<sub>5</sub>, Ta<sub>2</sub>O<sub>5</sub>, TiO<sub>2</sub>, Ag, Al, Au, Cu, Rb, Ti, Ta, W, Zn, MoS<sub>2</sub>, cryolite, alloys and polymers, and combinations thereof.

16. The product according to claim 14, comprising a liquid-crystal coloring  
25 agent obtained by polymerization of a monomer mixture comprising:

- a) at least a first monomer A of formula (I) Y1-A1-M1-A2-Y2

in which

- i) Y1 and Y2, which may be identical or different, represent an acrylate or methacrylate group;

30 - ii) A1 and A2, which may be identical or different, represent a group of formula -CnH<sub>2n</sub>-, in which n is an integer ranging from 1 to 20;

- iii) M1 denotes a group of general formula (I')  $-R_1-X_1-R_2-X_2-R_3-X_3-R_4-$ , in which  $R_1$  and  $R_4$  denote  $-O-$ , and  $R_2$  and  $R_3$  denote  $-COO-$ ,

and  $X_1$ ,  $X_2$  and  $X_3$  are a 1,4-phenylene group, the carbonyl group  $-CO-$  of  $R_2$  and of  $R_3$ , respectively, being linked to the group  $X_1$  or  $X_3$ , respectively,

5 and

- b) at least a second monomer B, which is chiral, of formula (II)  $V1-W1-Z-W2-V2$ , in which

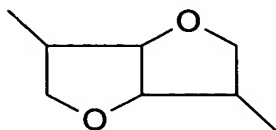
- i) V1 denotes an acrylate or methacrylate group, and V2 denotes a  $C_1-C_{20}$  alkyl,  $C_1-C_{20}$  alkoxy,  $(C_1-C_{20})$ alkoxycarbonyl or  $-OH$  group;

10 - ii) W1 represents a divalent group of formula  $-X'1-CO-O-$ ,

W2 represents a divalent group of formula  $-O-CO-X'1-$ ,

in which  $X'1$  denotes a 1,4-phenylene group,

and Z denotes a chiral group containing two bonds, derived from the dianhydrohexite group, in particular a divalent radical of formula:



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17. The product according to claim 16, wherein the liquid-crystal coloring agent is obtained from a monomer mixture comprising from 70% to 99% by weight of monomer A and from 1% to 30% by weight of monomer B, relative to the total weight of monomer A and of monomer B.

20 18. The product according to claim 14, wherein the liquid-crystal coloring agent is present in a proportion of from 0.01% to 99% by weight, relative to the total weight of the composition containing it.

19. The product according to claim 1, wherein the first and/or second composition(s) further comprise at least one non-goniochromatic dye that is different from the first dye.

25

20. The product according to claim 19, wherein the dye is selected from the group consisting of water-soluble or liposoluble monochromatic dyes, pigments, reflective particles and nacles, and mixtures thereof.

21. The product according to claim 1, wherein the first and/or second composition(s) further comprise(s) at least one liposoluble or water-soluble monochromatic dye.

5 22. The product according to claim 1, wherein the first and/or second composition(s) further comprise(s) at least one liposoluble or water-soluble monochromatic dye in a proportion of from 0.001% to 15% by weight relative to the total weight of the composition containing it.

23. The product according to claim 1, wherein the first and/or second composition(s) further comprise(s) at least one pigment.

10 24. The product according to claim 1, wherein the first and/or second composition(s) further comprise(s) at least one pigment in a proportion of from 0.01% to 25% by weight relative to the total weight of the composition containing it.

25. The product according to claim 1, wherein the first and/or second composition(s) further comprise(s) at least one nacre.

15 26. The product according to claim 1, wherein the first and/or second composition(s) further comprise(s) at least one nacre in a proportion of from 0.01% to 20% by weight relative to the total weight of the composition containing it.

27. The product according to claim 1, wherein the first and/or second composition(s) further comprise(s) at least reflective particles.

20 28. The product according to claim 1, wherein the first and/or second composition(s) further comprise(s) at least reflective particles in a proportion of from 0.1% to 20% by weight relative to the total weight of the composition containing them.

29. The product according to claim 1, wherein the first and/or second composition(s) comprise(s) at least one oily phase.

25 30. The product according to claim 29, wherein the oily phase comprises one or more polar or apolar, volatile or non-volatile oils.

31. The product according to claim 29, wherein the oily phase comprises from 5% to 100% by weight of polar oil(s) relative to the total weight of the oily phase.

30 32. The product according to claim 29, wherein the oily phase comprises from 5% to 100% by weight of a polar oil(s) relative to the total weight of the oily phase.

33. The product according to claim 29, wherein the oils are be selected from the group consisting of volatile or non-volatile oils of animal, plant, mineral or synthetic origin, and mixtures thereof.

34. The product according to claim 33, wherein the oils are selected from the group consisting of animal or plant oils, synthetic esters and ethers, especially of fatty acids, fatty alcohols, linear or branched hydrocarbons of mineral or synthetic origin, and glycerides, and mixtures thereof.

35. The product according to claim 29, wherein the oily phase is such that the first dye(s) is(are) soluble therein.

36. The product according to claim 29, wherein the oily phase is present in a proportion of from 1% to 99% by weight relative to the total weight of the composition containing it.

37. The product according to claim 1, wherein the first and/or second composition(s) further comprise(s) from 0.1% to 50% by weight of a fatty substance other than an oil, relative to the total weight of the composition containing it.

38. The product according to claim 1, wherein the first and/or second composition(s) is(are) anhydrous.

39. The product according to claim 1, wherein the first and/or second composition(s) comprise(s) at least one aqueous phase.

40. The product according to claim 39, wherein the aqueous phase comprises from 0.1% to 14% by weight of a C<sub>2</sub>-C<sub>6</sub> monoalcohol, relative to the total weight of the aqueous phase.

41. The product according to claim 1, wherein the first and/or second composition(s) further comprise(s) at least one surfactant.

42. The product according according to claim 1, wherein the first and/or second composition(s) further comprise(s) at least one surfactant in an amount ranging from 0.01% to 30% by weight relative to the total weight of the composition containing it.

43. The product according to claim 1, wherein the first and/or second composition(s) further comprise(s) at least one thickener.

44. The product according to claim 1, wherein the first and/or second composition(s) further comprise(s) at least one thickener in a proportion of from 0.01% to 6% by weight relative to the total weight of the composition containing it.

45. The product according to claim 1, wherein the first and/or second composition(s) further comprise(s) at least one film-forming polymer.

46. The product according to claim 1, wherein the first and/or second composition(s) further comprise(s) at least one film-forming polymer in a proportion of  
5 from 0.01% to 40% by weight relative to the total weight of the composition containing it.

47. The product according to claim 1, wherein the first and/or second composition(s) further comprise(s) at least one filler.

48. The product according to claim 1, wherein wherein the first and/or second composition(s) further comprise(s) at least one filler in a proportion of from 0.01% to 60%  
10 by weight relative to the total weight of the composition containing it.

49. A process for making up the skin, the lips and/or the integuments, comprising the application of the product according to Claim 1 to the skin, the lips and/or the integuments.

50. The process according to claim 49, wherein a first composition  
15 comprising at least the first dye in a physiologically acceptable medium is applied, as a first coat, and a coat of the second composition comprising at least one goniochromatic coloring agent in a physiologically acceptable medium is then applied over all or part of the first coat.

51. A makeup kit comprising a product according to claim 1.

20 52. The kit according to claim 51, further comprising means for applying the first and the second composition to the skin, the lips and/or the integuments.

53. The kit according to claim 51, further comprising application means selected from the group consisting of brushes, pens, pencils, felts, nibs, sponges and foams.

54. The kit according to claim 51, wherein the first and second compositions  
25 are packaged in separate packaging articles.

55. A cosmetic product comprising at least a first composition and a second composition, the first composition comprising at least one first dye in a physiologically acceptable medium, and the second composition comprising at least one second dye in a physiologically acceptable medium, the first dye being a naphthopyran and the second dye  
30 being at least one goniochromatic coloring agent.